

# USSEC GLOBAL NEWS UPDATE

July 30, 2010



## Joint International Marketing Committee Approves 2011 UES

The Program Year 2011 Unified Export Strategy (UES) was approved during the Joint ASA-USB International Marketing Committee Meeting held July 27-28 in St. Louis. The UES contains projects totaling \$28,578,171. Included in the request is \$5,724,821 for projects under the Market Access Program (MAP) and \$8,381,269 for projects under Foreign Market Development (FMD). As part of the submission, USB programs total \$14,472,081 for projects. USSEC receives FAS funding for soy international marketing programs through the American Soybean Association's investment of cost-share funding provided by FAS. The UES is an application process developed by the FAS to identify clear, long-term agricultural trade strategy by market or product and a program effectiveness timeline against which results can be measured at specific intervals using quantifiable product or country goals..



*The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service.*